



## Message from the General Manager



Håfa Adai!

In just the first couple months of this year, we as a people had to endure situations that tested our resolve and vigilance. Today, the industry has never been stronger. The response of our community after 2/12 and the North Korea threat to assure our visitors that Guam is a safe and protected island has been tremendous.

Last month, Guam experienced the best month for arrivals in the past 50 years of tourism, welcoming over 136,000 visitors to our shores. This milestone would not have been possible without all of you and the great job the employees in the tourism industry do to warmly welcome our visitors, their families and friends, with the Håfa Adai spirit our people are known for.

Regardless of regional tension that has existed over the past couple of weeks, visitors continue to travel to Guam, and enjoy everything our island paradise has to offer.

We invite them to experience our paradise, the safe and satisfying world-class destination of choice for them and their families. To touch, taste, smell, and hear the Chamorro culture and Hafa Adai spirit of the Guam people - a truly enjoyable experience you will be able to share with your friends and families for years to come.

Lastly, the month of May will be an exciting one for us. It is Tourism Month and we are going to be celebrating 50 years of Tourism with a BBQ Block Party, the 26th Guam Micronesia Island Fair, the China Outbound Travel Market Symposium and the Golden Latte Awards: Recognizing Excellence in Tourism. We invite all of you to come out and celebrate this great milestone for all of us.

BIBA GUAM!

KARL A. PANGELINAN  
General Manager

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## March 2013 Best Month In Guam Tourism History

March 2013 broke arrival record previously held by August 1995

GVB's Research Department has confirmed that preliminary arrivals to Guam for the month of March broke all records in the last 50 years of Guam tourism. Arrivals totaled 136,278, breaking August 1995's previous record of 135,710 by more than 500 visitors.

"This is a monumental time for tourism. We are breaking records in our number one economic industry and we are going to continue the momentum. Thank you to all the men and women working in our restaurants, tour companies, and hotels who are excelling and showing our visitors the true Guamanian spirit," said Governor Eddie Baza Calvo.

Total Fiscal Year to Date Arrivals (October 2012 to March 2013) are

up by 9.0%. Japan Arrivals are up 5.6% and Korea by 44.6%. Arrivals from the People's Republic of China are up 7.7%, and the Russian Federation by 317.7%.

Total Calendar Year to Date Arrivals are up by 5.7%. Japan Arrivals are up 1.9% and Korea up by 42.4%. Arrivals from the People's Republic of China are down 15.6% and the Russian Federation up by 265.4%.

"This is testament to the work we are doing to attain maximum benefits of the industry for our people. Our tourism story is only getting better and we will continue to expand our efforts to promote what makes our island unique, our Chamorro Culture," said GVB General Manager Karl A. Pangelinan. ■



**15 Top Banner Months Guam Visitors**  
as of April 9, 2013

Rank	Month/Year	Guam Arrivals
1	Mar 2013	136,728
2	Aug 1995	135,710
3	Aug 2001	132,249
4	Aug 2012	131,988
5	Jul 1997	130,929
6	Aug 1997	129,270
7	Aug 2007	128,923
8	Aug 2000	127,555
9	Jul 1995	127,082
10	Mar 2012	126,376
11	Aug 1996	125,086
12	Mar 1996	124,896
13	Mar 1997	123,822
14	Feb 1996	123,002
15	Feb 2013	122,072

Source: GVB Research Department

## United Expands Service Between Guam and Hong Kong

United Airlines has expanded its Hong Kong-Guam service and is now flying nonstop from Hong Kong to Guam four times per week with additional services every Wednesday and Saturday. In addition to providing more options for passengers to fly direct to Hong Kong, the expanded service also allows for more passengers to connect via Guam to Honolulu, Hawaii and other Micronesian destinations such as Palau and Saipan with United.

United is currently the only carrier offering nonstop service between Hong Kong and Guam. The four-times weekly service gives passengers flexibility with departures to and from Hong Kong every Monday, Wednesday, Friday and Saturday. Flight time between Guam and Hong Kong is about 5 hours.

Service between Hong Kong and Guam is operated using a Boeing 737-800 aircraft, with 14 Business Class, 18 Economy Plus and 102 Economy Class seats, according to the following schedule:

Hong Kong/Guam Schedule <sup>#</sup> (Local time)				
Flight Number	Route	Departs	Arrives	Frequency
UA180	Hong Kong-Guam	22:45	05:50 +1	Mon, Fri
UA180	Hong Kong-Guam	22:50	05:55 +1	Wed, Sat
UA147	Guam-Hong Kong	18:40	21:50	Mon, Wed, Fri & Sat

+1 denotes next day arrival

<sup>#</sup> Schedule effective April 3, 2013; flight schedules are subject to change without notice.

## GVB Returns From Successful Exhibit and Seminar Series in Russia

A Guam delegation that included GVB General Manager Karl A. Pangelinan, GVB Marketing Manager Pilar Laguna, GVB Marketing Officer II Gina Kono, Pacific Islands Club and Guam Voyage Tours has returned from a 10-day visit in Russia that included a 4-day trade exhibit and promotion at the Moscow International Travel and Tourism Exhibition (MITT). With over 3,000 participating companies and 197 destinations, MITT is Russia's leading and largest travel exhibition, attracting over 82,000 attendees annually. GVB met with key travel wholesalers selling US destinations, and key industry leaders such as the Korean Airlines Regional Director and Managing Vice President and US Ambassador to Russia, Mr. Michael McFaul.

GVB also conducted Guam Destination Seminars in the Russia Far East cities of Khabarovsk and Vladivostok. Led by Senator Tina Rose Muña Barnes and GVB Board Member Bart Jackson, both seminars were well attended by Russian travel agents and wholesalers selling Guam packages. In Vladivostok, GVB met with US Consul General Sylvia Curran and Elizabeth McDonald.

GVB will return to Russia next month for the 17th annual Pacific International Tourism Expo (PITE) to be held in Vladivostok on May 17-19, 2013. PITE is the largest travel show in Russia Far East and is a tremendous opportunity for exhibitors to discover new business opportunities and network



GVB General Manager Karl Pangelinan meets with US Ambassador to Russia, Michael McFaul (right) during the opening of the 2013 Moscow International Travel & Tourism Expo (MITT). Pangelinan thanked Ambassador McFaul for his support of Guam and how the Russian market is an important part of GVB's efforts to diversify Guam's tourism base. Ambassador McFaul congratulated the GVB delegation on making a great impact in Russia in a short amount of time since parole authority was granted.

with leading tourism professionals. GVB encourages Guam businesses to take advantage of the opportunity to market directly to Russia travel agents and consumers by partnering up with the Bureau at the exhibit. For information about the PITE show and exhibit opportunities, please contact Gina Kono at 648-1504 or email [gina.kono@visitguam.org](mailto:gina.kono@visitguam.org).

Demand for travel services in Russia continues to grow and the spending power of Russian travelers is an undeniable opportunity for Guam. Russian visitor arrivals has grown steadily since the US visa waiver went into effect in January 2012. In March 2012 Guam welcomed 302 Russian visitors, in March 2013 the total arrivals from Russia was 761, a 152% increase over last year. ■



GVB Board Member Bart Jackson fields questions from Russia media



Russia travel agents in attendance at Guam Destination seminar



## GVB To Host China Outbound Travel Market Symposium

**CHINA OUTBOUND TRAVEL MARKET SYMPOSIUM**

**MAY 22, 2013  
8AM - 5PM**

GVB invites local businesses to prepare for the anticipated increase of Chinese visitors to Guam by attending our symposium to learn the latest market trends and how it can benefit your business.

**For more information**  
 Pilar Laguaña at 1(671) 648-1503 or [pilar.laguana@visitguam.org](mailto:pilar.laguana@visitguam.org)  
 Gina Kono at 1(671) 648-1504 or [gina.kono@visitguam.org](mailto:gina.kono@visitguam.org)

• Early Registration fee: \$40.00  
 • Event Day Registration fee: \$75 (subject to availability)  
 • Registration fee: \$50.00  
 • Student fee: \$25.00\*

\*Students must be enrolled full-time at a high school or university/college. Limited seating available.

Presented by Guam Visitors Bureau and supported by Pacific Asia Travel Association

GVB invites local businesses to prepare for the anticipated increase of Chinese visitors to Guam by attending our symposium to learn the latest market trends and how it can benefit your business. With the support of the Pacific Asia Travel Association (PATA) and the PATA Micronesia Chapter, GVB will host a China Outbound Travel Market Symposium on May 22 at the Hyatt Regency Guam.

According to GVB Marketing Manager

Pilar Laguaña, in Calendar Year (CY) 2012, Chinese outbound departures achieved 83.18 million in total, representing a year-on-year growth of 18.41%. The number of outbound departures is expected to keep increasing at an average growth rate of over 10% in the next 10 years. By 2015, about 100,000 million outbound departures is forecasted, according to Mr. Shao QiWei, Chairman of CNTA. Bruce Kloppenberg, Chairman for the Bureau's Greater China Marketing Com-

mittee, noted, "Arrivals from China to Guam rose from 7,068 to 8,939 - a significant increase of 26.5% compared to CY2011. While China arrival numbers are expected to continue to rise, a visa waiver for China would increase visitor arrivals dramatically. This is important because Chinese outbound travelers, who have high incomes and are well educated, have steadily increased over the past several years and Guam's economy can benefit by obtaining market share from this lucrative target segment."

"There is extensive work being done in Guam and Washington DC to facilitate a visa waiver for China," said GVB General Manager Karl A. Pangelinan. "Based on information Governor Calvo brought back from meetings on his recent trip to the nation's capitol, we expect a decision to be made later this year."

GVB hosted the first Symposium in October 2010, which focused on understanding the profile of Chinese outbound travelers and how to generate relationships with Chinese agencies to build Guam's awareness in China. This year, the Symposium is scheduled for May 22, 2013 and will be a full-day event focused on how to maximize opportunities in welcoming increasing numbers of Chinese visitors by meeting their travel wants and needs.

Further details about the program will be announced shortly. A registration form for the Symposium is on the following page. Take advantage of the early registration discount that ends on April 26, 2013.

For more information about the Symposium, contact GVB Marketing Manager Pilar Laguaña at 648-1503 or via e-mail at [pilar.laguana@visitguam.org](mailto:pilar.laguana@visitguam.org). For more information on sponsorship opportunities, contact Glimpses of Guam at 649-0883: Sharleen Marchesseault at ext 105 or Maureen Maratita at ext 124 or via email at [dir\\_agency@glimpsesofguam.com](mailto:dir_agency@glimpsesofguam.com). ■

# CHINA OUTBOUND TRAVEL MARKET SYMPOSIUM

欢迎  
Hafa Adai

MAY 22, 2013  
8AM - 5PM



Presented by Guam Visitors Bureau and Supported by Pacific Asia Travel Association

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_ Business Type: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

- Early Registration fee: \$40.00
  - Event Day Registration fee: \$75 (subject to availability)
  - Registration fee: \$50.00
  - Student fee: \$25.00\*
- Early Registration ends April 26, 2013.

\*Students must be enrolled full-time at a high school or university/college.  
\*Limited seating available.

Please return complete registration forms to Glimpses of Guam via fax at 1(671)649-8883 or via email at [glimpses@glimpsesofguam.com](mailto:glimpses@glimpsesofguam.com).



## French Couple Travels Halfway Around the World for Paradise Wedding in Guam

Stephanie Adeline Hofer and Benoit Jerome Paul Jullin traveled from one of the most romantic cities in the world--Paris, France--with the intent to get married on the tropical island of Guam. At the request of the French Consulate here on island, the couple was married at sunset in a civil ceremony officiated by Senator Brant McCreadie, 32nd Guam Legislature, at Gun Beach in Tumon on April 16, 2013.

Hofer, a journalist, and Jullin, an engineer, have been traveling throughout Asia, Micronesia and the Pacific region for the past three months. This is the midpoint of their travels where they chose to come to Guam, our island paradise, to wed after a five year courtship. The couple will continue their travels through Micronesia as they make their way back to France where they will return to work as husband and wife.

When asked why the couple decided to get married in Guam and not in Paris, what many people argue is the most romantic city in the world, they responded, "We wanted to have the wedding somewhere com-



French couple Stephanie Hofer and Benoit Jullin traveled from Paris for a paradise wedding in Guam. From left are Senator Brant McCreadie, Stephanie Hofer, Benoit Jullin and Honorary French Consul Joelle Wainer.

pletely opposite of Paris. We looked on the map, and Guam seemed very opposite. Guam is very beautiful and the people have been very friendly."

"France is just France (to us). It is more romantic to go halfway across the world to get married on an island than to just stay home."

Jullin stated that they are very grateful for the hospitality ex-

tended to them while on Guam by French Consul Joelle Wainer and the Office of Senator Brant McCreadie for making their wedding an intimate and memorable one.

Senator McCreadie was honored to officiate the ceremony, and was even more honored to be an impromptu goodwill ambassador for the people of Guam. ■

## UPCOMING EVENTS

### MAY 2013

- May 11 Guam BBQ Block Party - *Pleasure Island, Tumon*
- May 15-17 PATA Micronesia Chapter Tri-Annual Meeting  
*Saipan, CNMI*
- May 16-19 Guam Live Presentation - *Osaka, Japan*
- May 17-19 26th Guam Micronesia Island Fair  
*Gov Joseph Flores Memorial Park, Tumon*
- May 22 China Outbound Travel Market Symposium -  
*Hyatt Regency Guam*
- May 24-26 Hana Tour Travel Fair - *Seoul, Korea*
- May 27 **Memorial Day** - GVB Guam Office Closed
- May 30-Jun 2 Korea Overseas Travel Fair - *Seoul, Korea*
- May 31 Golden Latte Awards - *Guam*



### JUNE 2013

- June 7-10 Guam Live Presentation - *Tokyo, Japan*
- June 8-12 USTA International Pow Wow - *Las Vegas*
- June 13-16 International Travel Expo - *Hong Kong*
- June 24 International Forum on Chinese Outbound  
Tourism (IFCOT) - *Beijing, China*
- June 27-Jul 1 Hafa Adai Study Tour - *Guam*

### Visitor Statistics Jan. 1 - Mar. 31, 2013 Total: 375,358 (Up 5.7% Over Last Year)

#### MARCH 2013

Country	Arrival Pax	Change from Last Year
Japan	105,280	5.8%
Korea	16,327	51.9%
U.S. Main	4,198	-11.8%
Hong Kong	696	11.9%
Taiwan	3,212	-1.3%
China	448	6.7%
Russia	761	152.0%
Philippines	961	25.3%